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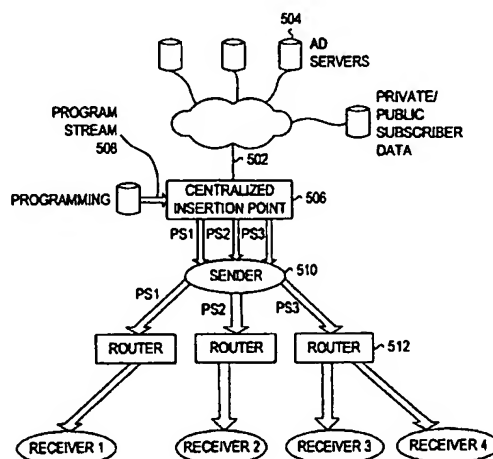
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(54) Title: ADVERTISEMENT SUBGROUPS FOR DIGITAL STREAMS



(57) Abstract: A targeted advertising system based on subgroups. Different subgroups are formed based on one or more subscriber characteristics, and different targeted advertisements transmitted to the different subgroups. In the Internet-environment, the subgroups are formed by utilizing multicast addresses. In cable-based and satellite-based systems, the subgroups are formed by node configurations. The targeted advertisements (504) may be transmitted simultaneously with programming (508) and inserted locally, or may be inserted at a centralized distribution point (506) such as a router or cable television local head-end. An apparatus is presented which receives n program streams and m advertisements, and creates p presentation streams containing targeted advertisements, where p is greater than n .



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B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 345/327; 348/6-13; 455/3.1-6.3; H04N 7/16, 7/173 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X — Y	US 5,815,671 A (MORRISON) 29 September 1998 abstract, columns 2-3 & figures 2-4	1-33 ----- 34-37
X — Y	US 5,446,919 A (WILKINS) 29 August 1995 whole document	1-33 ----- 34-37
X	US 5,155,591 A (WACHOB) 13 October 1992 whole document	34
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